

La pomme du québec.ca website



LES PRODUCTEURS DE
POMMES DU QUÉBEC

*A great tool
for U-pick*

For the 2015-2016 harvest, more than **227 262** netsurfers have visited lapommeduquebec.ca website. A **59%** increase over the last 5 years. Year after year, we work with online experts to improve the online navigation and maintain the quality of the site.



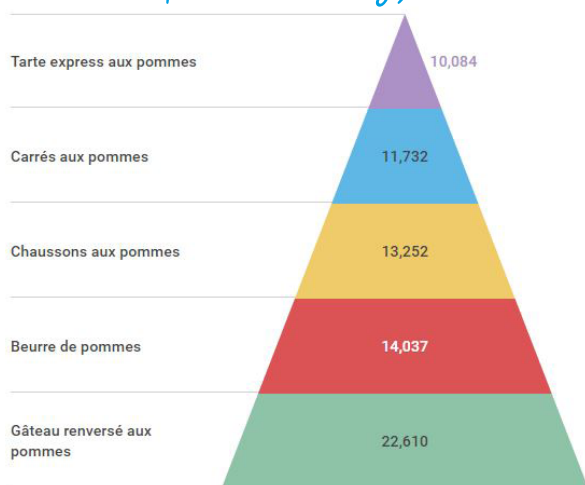
The Web site is now available in mobile phone, which means compatible with iPads and cellphones. The search tool allows you to find available varieties in different orchards and the organic certification when available.



No charge for our members

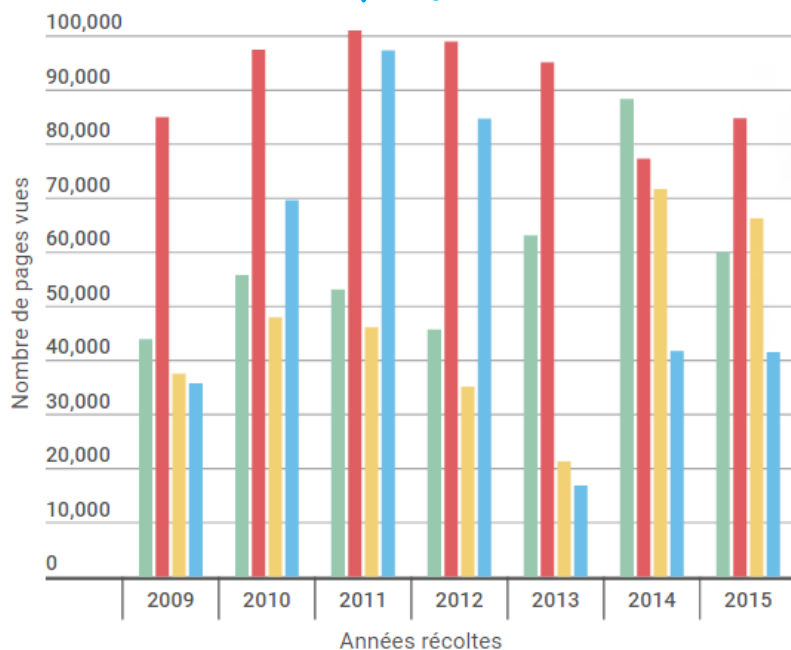
This service is available to all producers members of the Quebec Apple Growers who have filled out their declaration of production and the quantities of all apples sold to consumers.

The most popular recipes (in French only)



Source: Google analytics du 1 septembre 2015 au 15 juin 2016.

Number of pages viewed



● Accueil ● Autocueillette ● Recettes ● Variétés

Source: Google analytics. Data are collected from September 1 to August 31.

Recipe

Every year, new recipes containing Quebec apples are created to the pleasure of apple lovers. Please invite the consumers to check out of Web site. Something for every taste.

Please communicate with us at **450 679-0540, poste 8254** or by email to : pommes@upa.qc.ca.



POMMES QUALITÉ
QUÉBEC

Quebec apple Growers



LES PRODUCTEURS DE
POMMES DU QUÉBEC

Quebec apple production by the numbers:



500 apples growers

represented by the PPQ



59 M\$

in farm income



5 370 hectares

of orchards in Quebec



2 446 413 bushels

of fresh apples



1 199 809 bushels

of apples for juice



1 955 816 bushels

of apples for peeler or cider

Source: ISQ et PPQ 2015

Collective marketing

Collective marketing plays a direct role in improving producers' income through the bargaining power that comes from strength in numbers. Giving members a presence among decision-making bodies is a highly effective way to promote their interests. The PPQ also actively participates in research and development on production in order to raise quality standards and improve the market positioning of apple production.

PPQ activities



Services offered

